

# UNIVERSAL PROMOTIONAL ORDERING FORMAT PROTOTYPE

**COLOR KEY:** RED - INDICATES UPDATES TO BE MADE ON PROTOTYPE FOR EACH PROMOTION; GREEN - INDICATES UPDATES TO BE MADE TO DATABASE; BLUE - INDICATES CONSTANT MERGE FIELDS FROM DATABASE (I.E., SIS #/ DA NAME)

## RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1810  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(718) 634-4179  
FAX (718) 634-3146

**PROMO No (PRODUCT Is-Not 'PRE-SLEEVED)**

TO:	RJR ACCOUNT #: #«SIS»	CC:	«RJR CC»
	«NAME»	CC:	«DA CC»
	«ACCOUNT»		
FAX #:	«FAX»		

**PARTNERS PROMOTION REPORTING:**

(MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE	CASE	STATE	BRAND STYLE	NUMBER OF	#/CARTONS TO	#/SKUs
12300-	SIZE	USE		CASES	PACK @ DISPLAY	DISPLAYS / PRE
				«STYLE1»	#CTNS	«SKUS»
				«STYLE2»	#CTNS	
				«STYLE3»	#CTNS	

**PRODUCT PO # «PPO»**

**DISPLAYS / PREMIUMS PO # «DPO»**

DESCRIPTION		DESCRIPTION	
«PDATE»	PRODUCT ARRIVAL DATE	«PDATE»	DISPLAYS / PREMIUM ARRIVAL D
«RDATE»	RETAIL DISTRIBUTION DATE (WEEK OF)	ITEM #	ITEM NUMBER
«EFT»	EFT \$ AMOUNT	CUBE	SKU CUBE
BILL	RETAIL BILLING PER DISPLAY	WT	SKU WT (W/OUT PRODUCT)
«STORES»	NO. OF DISPLAYS ON CUSTOMER LIST	OFFERS	NO. RETAIL OFFERS PER DISPLA
«PYMT»	PACKING PAYMENT («PCS» X «CS» (6M) PROMOTED CASES)	«XTR»	NUMBER OF EXTRA DISPLAYS

### PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**DISPLAY LOAD:**

### PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: «RDATE».
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

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# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

AUGUST, 98

## **DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

TO:	RJR ACCOUNT #: #094931	CC:	J. MCLEAN
	MR. E. BUSH MID-VALLEY CANDY	CC:	
FAX #:	(717) 489-2199		

### **PARTNERS PROMOTION REPORTING:**

(MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	3	1 (ONE CTN)	36
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	3	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

### **PRODUCT PO # 042589**

### **DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$3,361.62	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
73	NO. OF DISPLAYS ON CUSTOMER LIST
\$140.00	PACKING PAYMENT (\$14.00 X 10 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
2	NUMBER OF EXTRA DISPLAYS

### **PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2PACKS ON NEXT PURCHASE.

### **DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

### **PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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